



For Immediate Release
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DSCYF Announcing Year-Long Partnership With Three Delaware Radio Companies to Recruit Foster & Adoptive Families

Wilmington – Foster and Adoptive Families play a vital role for the children served by the Department of Services for Children, Youth and Their Families (DSCYF), many of whom have been abused or neglected. However, there is a shortage of available families to give all of these children the loving, safe, and stable home that they need and deserve. The month of May is designated as Foster Care month and DSCYF is pleased to announce a unique recruitment effort it has recently undertaken with the help of three Delaware radio broadcasting companies.

The Department is actively recruiting for approximately 30 foster families as well as adoptive families statewide. In particular, there is a need for families willing to care for teens, sibling groups and medically fragile children. Matt Smith, General Manager for Wilmington radio station 99.5 WJBR, reached out and committed to a year-long radio recruitment effort which involves airing 3 Public Service Announcements (PSAs) on foster care and adoption each month until the spring of 2016 at no cost. The initiative is called ‘Our Kids Matter. Foster~Adopt~Love.’

The PSAs were recorded by DSCYF Cabinet Secretary Jennifer Ranji, but each month they include interviews with different foster parents, youth in foster care, adoptive families and children, and staff. Smith then reached out to Adams Radio Group of Delmarva (formerly Great Scott Broadcasting) downstate, and iHeartMedia Delaware who also agreed to air the spots.

“We’re incredibly excited about this opportunity, and very grateful to Matt for initiating this partnership,” said Secretary Ranji. “Our hope is that people will hear the stories of the youth and families and be moved to help some of our most vulnerable children.”

“It’s a cause I’m passionate about, as my wife and I are former foster parents ourselves,” said Smith. “Radio is such a powerful medium for reaching people in the community and we at 99.5 WJBR are pleased to partner with DSCYF, Adams Radio Group and iHeart Media to harness that power for the good of children in our community.”

DSCYF created a page on its web site www.kids.delaware.gov where visitors can hear the radio spots, and get information on the foster care and adoption process. A schedule of information sessions for foster care and adoption statewide are also listed.

“We really want to encourage anyone who has ever thought about becoming a foster or adoptive parent to just take the next step and attend an information session,” said Vicky Kelly, Director of the Division of Family Services which oversees foster care and adoption in the state for DSCYF.

Adams Radio Group of Delmarva stations include: WZBH-FM 93.5 The Beach, WOCQ-FM OC104, WGBG/WKHI-FM Big Classic Rock 98.5/107. iHeatMedia include: WDSD FM, NewsRadio 1450 WILM, MIX 92.9, NewsRadio 1450 WDOV, FoxSports 1290, FROGGY 99.9, Q-105, KISS 95.9, MAGIC 98.9, Fox Sports 960 and NewsRadio 1470.

Another major activity taking place during Foster Care Month is the Annual Foster Parent Conference and Recognition Luncheon. It will be held on Wednesday, May, 27, 2015 from 8:30am to 4pm at the Dover Downs Conference Center in Dover, Delaware. The theme for this year is Finding Hope: Believing in the Possibilities. This year, 16 trainings will be offered to foster parents and conference attendees and Delaware’s foster parents will be celebrated with a recognition ceremony. Foster parents who attend the full-day conference will receive 6 hours of training towards their annual training hour requirement. Breakfast and lunch will be served. To register, please call Prevent Child Abuse Delaware at 302-425-7490. Interested persons should register by Friday May 22, 2015.

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The Children’s Department provides services to children who have been abused, neglected, are dependent, have mental health or substance problems, have been adjudicated delinquent by the Courts, as well as prevention services targeted toward all youth. For more information, please visit www.kids.delaware.gov.

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